

ORDER



Orders
Order / Rev: 69662
Alt Order #: 9854136 /Brad
Product Desc: American Crossroads
Estimate: 1339
Flight Dates: 11/03/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Crossroads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	39	\$41,185.00	\$35,007.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	39	\$41,185.00	\$35,007.25	0.00
Totals	39	\$41,185.00	\$35,007.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	30%	\$41,185.00
Market	100%	\$137,283.33

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	70%	\$96,098.33
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/03/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
N 2	WHP	11/05/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M-----	:30	1	\$75.00	P-1	0.00	NM	1	\$75.00
N 3	WHP	11/03/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
N 4	WHP	11/03/12	11/05/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
N 5	WHP	11/03/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
N 6	WHP	11/03/12	11/05/12		CM	5:30 AM-6:00 AM	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00

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Advertiser: American Crossroads
 Product Desc: American Crossroads
 Estimate: 1339

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5a-6a News CBS 21 News at 5a		(5:30 AM-6:00 AM)									
N 7	WHP	11/03/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
N 8	WHP	11/03/12	11/05/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
N 9	WHP	11/03/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N 10	WHP	11/03/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
N 11	WHP	11/03/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
N 12	WHP	11/03/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
N 13	WHP	11/03/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
N 14	WHP	11/03/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
N 15	WHP	11/03/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
N 16	WHP	11/03/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
N 17	WHP	11/03/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N 18	WHP	11/03/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
N 19	WHP	11/03/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
N 20	WHP	11/03/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
N 21	WHP	11/03/12	11/05/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
N 22	WHP	11/03/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
N 23	WHP	11/03/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
N 24	WHP	11/03/12	11/05/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
N 25	WHP	11/03/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
N 26	WHP	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
N 27	WHP	11/03/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$5,500.00	P-1	0.00	NM	1	\$5,500.00
N 28	WHP	11/03/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
													Totals	39	\$41,185.00